

WE CLAIM:

1. A method of managing the loading by patrons of multiple attractions in an entertainment environment wherein different patrons are permitted access to the attraction on at least two bases, firstly, a first-in first-out basis, and secondly, on a priority basis established by a prior allocation of a space to the attraction comprising:

a. permitting a patron of an attraction to use a cellular telephone in connection with access to a first attraction;

b. permitting application through an entry of a request on the cellular telephone for an allocation of a space on the first attraction including the steps of:

i. receiving an input from a patron at a remote location, the input being communicated to a central computer for regulating the load of the first attraction;

ii. permitting the receiving of a response by the patron remotely about available return times for the first attraction; and

iii. permitting the patron to effect a selection of one of the available return times; and

c. employing an input, selectively a keying, operation through the cellular telephone to provide access to the first attraction.

2. A method as claimed in claim 1 wherein the input from the remote location is received from a telephone keypad, selectively a cellular phone keypad.

3. A method as claimed in claim 1 or 2 wherein the input is effected for multiple attractions in the environment, and wherein a keypad of the cellular telephone is used for access to the multiple attractions.

4. A method of managing the loading by patrons of multiple attractions in an entertainment environment, different patrons being permitted access to the attraction on at least bases, firstly, a first in and first out basis, and secondly, on a priority basis established by a prior allocation of a space to the attraction comprising:

- a. permitting a patron of an attraction to use a cellular telephone in connection with access to a first attraction;
- b. permitting application through a keypad entry of a request for an allocation of a space on the first attraction including the steps of:
 - i. receiving an input from a remote location, the input, selectively being a keypad input, being communicated to a central computer for regulating the load of the first attraction;
 - ii. permitting receiving of a response remotely about available return times for the first attraction; and
 - iii. permitting the patron to effect a choice of a selected available return time; and
- c. employing a signal from the cellular telephone to provide access to the first attraction.

5. A method as claimed in claim 4 wherein the input from the remote location is received from a telephone keypad, selectively a cellular telephone keypad.

6. A method as claimed in claim 4 or claim 5 wherein the input is effected for multiple attractions in the environment, and wherein a keypad of a cellular telephone is used for access to the multiple attractions.

7. A method as claimed in claim 1 wherein the priority is redeemed through a selected essentially automatic procedure, such procedure being the reading of one of a RF identification, reading of a magnetic code or barcode allocated to the patron.

8. A method as claimed in claim 1 wherein the priority is redeemed at a time of entry into the environment or the attraction in the environment.

9. A method as claimed in claim 1 including a computing process to determine the mix ratio of numbers of accesses granted to the priority access and non-priority access, and feeding back redemptions of the priority accesses such that near real time updates of availability for further granting of accesses may be computed.

10. A method as claimed in claim 1 including the ability to permit at least one of the exchange or return of previously assigned priority access, and whereby such exchange permits for updating the computation of a load of the attraction.

11. A method as claimed in claim 1 wherein a nonuse of a priority assignment is factored into a computation of loading.

12. A method as claimed in claim 4 wherein the priority is redeemed through a selected essentially automatic procedure, such procedure being the reading of one of a RF identification, reading of a magnetic code or barcode allocated to the patron.

13. A method as claimed in claim 4 wherein the priority is redeemed at a time of entry into the environment or the attraction in the environment.

14. A method as claimed in claim 4 including a computing process to determine the mix ratio of numbers of accesses granted to the priority access and non-priority access, and feeding back redemptions of the priority accesses such that near real time updates of availability for further granting of accesses may be computed.

15. A method as claimed in claim 4 including the ability to permit at least one of the exchange or return of previously assigned priority access, and whereby such exchange permits for updating the computation of a load of the attraction.

16. A method as claimed in claim 4 wherein a nonuse of a priority assignment is factored into a computation of loading.

17. A system of managing the loading by patrons of multiple attractions in an entertainment environment wherein different patrons are permitted access to the attraction on at least two bases, firstly, a first-in first-out basis, and secondly, on a priority basis established by a prior allocation of a space to the attraction comprising:

- a. access receiving means for permitting a patron of an attraction to use a cellular telephone in connection with access to a first attraction;
- b. a keypad for entry of a request on the cellular telephone for an allocation of a space on the first attraction including :
 - i. a receiver for an input from a patron at a remote location, a connection for transmitting the input being communicated to a central computer for regulating the load of the first attraction;
 - ii. a receiver with the patron for receiving of a response about available return times for the first attraction; and
 - iii. keys for permitting the patron to effect a selection of one of the available return times; and
- c. a signal transmitter responsive selectively to a keying operation through the cellular telephone to provide access to the first attraction.